

Information Bureau | 2016  
APCOR



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## WHAT IS APCOR?

The Portuguese Cork Association (APCOR) was created to represent and promote the Portuguese Cork Industry.

It is an employers' association, of national scope, founded in 1956 and based in the north of Portugal, in Santa Maria de Lamas – located around 30 Km from Porto, the second largest city in the country. All companies that operate in the fields of production, marketing or export of cork products can join the association.

APCOR currently comprises around 270 associated companies which together account for around 80% of the country's cork production and 85% of its cork exports.

### MISSION

APCOR's mission is to promote and develop cork as a raw material of excellence, as well as all cork-based products and derivatives.

### QUALITY POLICY

APCOR bases its quality policy on the pursuit of its mission to satisfy members, by means of compliance with the objectives, the engagement and motivation of the operational team and strategic partners, in an innovative spirit and continuous improvement of the organization.

### VALUES

- Excellence when we aim to exceed expectations, through accuracy, efficiency, enthusiasm and the willingness to innovate;
- Cooperation and independence in seeking the active participation of members in the interests and development of the sector.

### ACTIVITIES

APCOR develops a range of national and international activities, services and projects aimed at promoting and enhancing cork and also increasing the competitiveness of the sector as a whole and of each individual company.

APCOR provides a range of support services to its members in various areas such as: communication, quality, standardisation, legal, economics, industrial licensing, environment, energy, occupational health and safety, strategy, innovation, research, training, among others, and it also develops other activities for the sector as a whole, namely: internationalization, information, collective bargaining, institutional cooperation, innovation, research and development and quality.

Following are some services that are provided by APCOR:

#### **Systecode – Business Accreditation System under the International Cork Stopper Practices Code, SY**

In this area is given the support that follows:

- Ensure dialogue between companies and the European Cork Confederation (C.E.Liège), which is the managing body of Systecode, providing information, collecting the registrations of companies, responding to doubts, etc.;
- Monitoring annual processes; explaining to members how to complete the Audit Application; definition of activities to which companies can apply;
- Assist, when required, companies to contact the Certification Body;
- Provide support to businesses in Systecode during the visits that are made;

- Inform the decision making bodies of C.E.Liège of the concerns of the industry: claims arising from audits, both in relation to the way they were conducted and the contents of the audit guidelines and requirements that were not met by the audited companies.

### **Standardization**

APCOR is responsible, as the sector's Standardisation Organisation, for the coordination of all work considered indispensable in this field. Of note in this regard is the definition of the activities' plan, the establishment of working groups, management of the members database, holding meetings of working groups, ensuring the participation in forums, on bodies, etc. of interest to the standardisation goals. This work is carried out in partnership with the Portuguese Quality Institute with the aim of analysing, improving and updating the standards to meet the most exacting demands of customers and consumers in the industry.

ONS/APCOR has sought, considering the best interests of the industry, to raise awareness and interest among businessmen and technicians responsible for the quality to cooperate with the activities of standardisation.

ONS/APCOR has acted to accompany the standards activities of CEN and ISO in the areas related to cork products, considering the national reality and the shortcomings existing in achieving adequate planning of the standardisation activities of the sector.

A Standardization Guide (only available in Portuguese) was created for the cork sector, which lists the standards in use.

### **Legal**

This area covers the activities of:

- Opinions on legal issues, requested internally;
- Responding and explaining questions raised by members;
- Preparation and monitoring of cases in litigation;
- Production and preparation of legal information for distribution among members.

### **Economic, Fiscal, Information on public support measures**

The main objective of this area is to increase the access of members to support and information in the area of public projects and lines of support.

### **Industrial Licensing**

This area covers:

- Support to members in the different areas related to industrial licensing (occupational health, safety and hygiene, noise, air quality, waste, water resources and other issues related to the environment);
- Support to members in solving problems arising from checks/inspections by different entities.

### **Information / Communication**

- Management and dissemination of various kinds of (written and audiovisual) information of the sector;
- Production of written and audiovisual media on cork;
- Collaborate on articles and information for international, national and regional newspapers-relationship with the media;
- Management of the photo library, media centre and library – cork information centre;
- Organisation of events;
- Management of the APCOR site – [www.apcor.pt](http://www.apcor.pt) and [www.realcork.org](http://www.realcork.org).

### **Innovation and Development**

“Innovate to grow” is the motto that has led APCOR to promote and to encourage innovation and development as factors of the success of the sector, and consequently, for companies. Through partnerships with research centres, companies, other associations, schools and universities, it develops projects covering various areas, with particular focus on the discovery of new applications for cork. Also the knowledge of the cork oak tree and cork has prompted new areas of research that are mobilizing multidisciplinary teams, and have generated knowledge and practices that are being implemented by agents in the industry.

One example of these synergies is the most recent project called Portuguese Agenda for research and innovation of cork oak tree and cork - Agenda 3i9, built based on a participative process where the partners of the Competence Center for Cork Oak Tree and Cork (CCSC), from which Portuguese Cork Association (Apcor) is a member. This project involved in sectorial meetings 81 researchers and technicians from 27 entities, from which a set of research actions were identified as priority in several scientific domains. These actions are the structural guides of five functional plans: national plan for improvement; national level productivity improvement; national plan of defense against biotic agents; and national plan for regional action.

This agenda is available to download at Apcor website ([www.apcor.pt/media-center/noticia/agenda-da-investigacao-e-inovacao-no-sobreiro-e-cortica-foi-lancada/](http://www.apcor.pt/media-center/noticia/agenda-da-investigacao-e-inovacao-no-sobreiro-e-cortica-foi-lancada/)).

### **Collective Bargaining**

APCOR represents the cork industry in negotiations of Collective Labour Conventions with the Trade Unions, seeking to promote the competitive development enterprises and improve the socioeconomic conditions of their workers. It promotes meetings between the Board of Directors of APCOR and the various Trade Unions, in order to reach a consensus on various labour issues determined by successive amendments to the national legal framework.

More information about APCOR available at [www.apcor.pt/en/about-us/activities/](http://www.apcor.pt/en/about-us/activities/)

### **PROJECTS**

APCOR has been supporting and implementing several projects with the aim of increasing the development of the Portuguese cork industry in its various fields of activity. The main ongoing projects focus on areas such as internal and external communication, research and development, training and consultancy for businesses.

The main projects are:

#### **INTERCORK Project – International Cork Promotion**

The third edition of InterCork will run between 2016/2017. It is a project for the promotion and defence of cork products in the sector’s major markets. Various communication tools are used for the development of the campaign, adjusted to each target market, namely: relationship marketing, direct marketing, graphic design, web design, social media and internet, public relations and advertising, among others.

The sector is presented as an industry of tradition and culture to which a concern for the environment and nature is associated, but always with the perspective a more promising future.

Hence, the global key messages to be presented are:

- Cork: environmentally friendly product (natural, reusable and recyclable);
- Cork: raw materials of a sustainable and eco-efficient industry;
- Cork: connecting tradition and innovation;
- Cork: excellent intrinsic qualities;



- Cork: a product with excellent technical and performance qualities.

The project aims to promote the two main products of the industry: cork stoppers and construction materials (decoration and insulation), while also focusing on new products/applications.

This project follows on from three international communication projects that were developed, named the International Cork Campaign.

The first and second stages of the campaign comprised an investment of EUR 28,3 million (EUR 21 million and EUR 7,3 million respectively). This third edition is going supported by Portugal 2020, within the Operational Programme for Competitiveness and Internationalization, in the amount of EUR 7,8 million, from those 85% is funded by FEDER - European Regional Development Fund and the remaining 15% are obtained by private contribution from the member companies.

APCOR has invested around EUR 48,8 million in communication between 1999 and the present day.

#### **GIP –Professional Placement Office**

APCOR has created, together with São João da Madeira Job Centre, a Professional Placement Office (GIP), located at the Civic House of Santa Maria de Lamas. The office has the following aims: provide professional information to young people and unemployed adults; support active job searches; provide personalized monitoring of the unemployed undergoing professional placement or reemployment; collate job offers from employers; disseminate jobs and place the unemployed in the available and appropriate offers, and channel to qualifications' improvement courses.

### **PROJECTS DEVELOPED IN THE PAST**

#### **SME Training Project**

The main aim of SME (Small and Medium Enterprises) training is to provide information and raise the awareness of businessmen/managers and workers to the need to adapt to new technologies and undertake organizational change. Through the diagnosis of the SMEs it is possible proceed with concrete action in companies aimed at improving the efficiency of human resources, causing them also to strategically view training as a key factor of business competitiveness. APCOR has been running this project since 2003. The seventh edition was concluded and the average level of participation was 25 companies in each edition. This programme is funded by the Employment, Training and Social Development Operational Programme of the European Social Fund. It is managed by the AEP (Portuguese Business Association). It is expected a new edition for 2016/2018.

#### **Cork 2013/2014 Project**

The aim of the Cork 2013/2014 project was to support APCOR in the development of various activities inherent to associative work and also contribute to the creation of information about cork and the cork sector, in particular: sectoral studies, highly technical resources, etc. The programme was supported by the NSRF/Compete and had a budget of EUR 473,000, with 80% of the funding from public sources and 20% from private businesses of the sector.

#### **Corkacção – Promotion – Technical Support – Research**

Corkacção was an INTERREG project of APCOR, Agrupación de Empresarios del Corcho (Asecor) (counterpart of Spanish Extremadura) and Portalegre Business Association (Nerpor) and was directed at three areas: promotion of cork in the domestic market, support to businesses covered by the region (Alto-Alentejo) in terms of training and technical assistance and research.

#### **DapHabitat**

The DapHabitat project aimed to develop, with national and international visibility, a system of national registration of Environmental Product Declarations (EPD) for the Habitat that was validated on a public

access database. The project had several partners from the construction sector and was sponsored by the Platform for Sustainable Construction, a cluster led by the University of Aveiro. The main objectives were: to create, develop and manage a programme for the registration of environmental product declarations involved in the construction of a home, based on objective and independent criteria; coordinate and develop the RCP (product category rules) for the habitat cluster; and stimulate the development of products with a more sustainable environmental profile for the Habitat cluster, promoting the continuous improvement of environmental performance.

### **Cluster das Indústrias da Fileira Florestal**

Cluster das Indústrias da Fileira Florestal (Cluster of Forest Industries), initially denominated as PCT - Centre for Competitiveness and Technology in the Portuguese Forestry Sector, that was created in response to the challenge laid down by the Ministry for Economy and Innovation, it aims to bring together the wood and furniture, cork and paper pulp sectors in the development of joint projects. APCOR is an associate of the Cluster alongside participating companies and other associations representing the other two sectors. The core projects of the Cluster was sequencing the cork oak and pine tree genomes; improving the genetic material with a view to renewing Portuguese forests and reducing biotic and abiotic risk factors (treatment and selection of seeds); creating a “Carbon Footprint Label” for Portuguese forestry-based products; creating a Forestry Resource Observatory aimed at providing the industry and the major stakeholders (opinion leaders/beneficiaries) of the Portuguese forestry sector with information regarding the balance of needs and availability of forestry resources; intensifying efforts towards communication at an international level, disseminating the advantages of Portuguese forestry-based products and seeking competitive leverage from these efforts; and implementing a training programme for human resources in the Portuguese forestry sector, with a particular focus on mid and top-level management. Recently was created the project Certifica+, that has as main goal to promote and facilitate forest certification, both at the level of forest management and chain of custody. This initiative was developed in partnership with the Association for the Competitiveness of Industry in the Forestry Sector ([AIFF](#)), APCOR, Paper Industry Association ([Celpa](#)) and Association for the Promotion of Pine Forest ([Centro Pinus](#)) - <http://www.apcor.pt/en/about-us/activities/>.

This Cluster is managed by AIFF (Competitiveness and Technology Centre for Forest Industries), of which APCOR is a member.

### **Cork 2010 Programme**

This APCOR project aimed to establish a cork information centre. Its main activities included the 2nd World Congress of the Cork Oak and Cork - which was held on 30 September 2011, more information can be obtained from [http://www.apcor.pt/congress\\_gala.htm](http://www.apcor.pt/congress_gala.htm) and the sector characterization study (<http://www.apcor.pt/artigo/estudo-caracterizacao-sectorial-2011.htm>).

The total investment in this project was over EUR 376,000, funded by the Compete programme - Competitiveness Factors Operational Programme of the NSRF.

### **Cork 2000 and International Cork Campaign**

Since 2000, APCOR has been conducting projects in the field of advertising. The first of these, Cork2000, targeted the United Kingdom and was financed by an investment of 1,274,033€. The following year, the International Cork Campaign (Campanha Internacional da Cortiça, CIC) was launched. This campaign was divided into three execution stages and was aimed at both consumer and trade target audiences. CIC I ran from 2001 to 2003 in 10 countries (USA, Australia, UK, France, Spain, Italy, Germany, South Africa, Chile and Argentina), with an investment of 7,931,260.66€. CIC II ran from September 2005 to

September 2006, in three markets (UK, USA and Australia), with an investment of 3,135,976.79€. CIC III took place from November 2007 to March 2008, in two markets: France and Germany, with an investment of 683,957.72€. The aim of the International Cork Campaign was to promote cork stoppers, in response to the growing threats posed by synthetic closures and screw caps. The body responsible for its implementation was APCOR, in partnership with AICEP, within the framework of Prime (Incentives Programme for the Modernisation of the Economy). All projects were supported by both public and private investment, in varying proportions.

### **CorkAction Programme**

Its main objective was to strengthen the competitiveness of the Portuguese cork industry, by means of incentives towards the modernisation of the cork industry and change within companies' organisational structure. The project envisaged intervention in six operational areas: Environment; Quality; Hygiene and Safety at work; Energy; Corporate Organisation/Management/Strategy, all of which are fundamental to the development of competitiveness and modernisation within the cork industry. The project also comprised a research component, in which of particular note was the study "Development of biotechnological strategies to minimise TCA, with INBIOTEC – Léon Biotechnology Institute (Spain)" – the results of which were published in the book "Wine contamination by haloanisoles", available from the APCOR website.

Over its two-year duration, the programme was supported by an investment of around 2 million euros, of which 75% were EU funds (as part of the PRIME support measures) and 25% private funds.

### **Programme for the Construction Materials Sector**

Beginning in 2002, the aim of this programme was to develop and reinforce the image of Portuguese construction products such as cork, ceramics, wood, metal and ornamental stone (APCOR, Portuguese Cork Association, Portuguese Association of Wood and Furniture Industries (AIMMP), Portuguese Association of the Ceramics Industry (APICER) e a Portuguese Association of Marble, Granite and Similar Areas Industry (ASSIMAGRA). The programme was divided into 4 stages and was carried out by the most representative associations in each sector, which for cork was APCOR, as well as ICEP Portugal and later AICEP, in a public-private partnership. The main markets targeted by the programme were Germany, UK, France, USA, Poland, UAE, Angola, Canada, Morocco and Russia. Some of the programme's most noteworthy initiatives include participation in the Mosbuild trade fair in Moscow, Russia, corporate missions to a number of markets, catalogues and brochures about the various products, and sector gatherings, among others.

### **Corchiça/Forest Programme**

Strategy for Cooperation between Cork Companies for Regional Development of the Alentejo and Spanish Extremadura – beginning in 2003, the programme was divided into two execution stages, ending in 2005, and was the result of a partnership between APCOR and the Agrupación Sanvicenteña de Empresários del Corcho (ASECOR). The main goal of the Corchiça programme was to improve the competitiveness of the cork sector, creating mechanisms to support corporate planning, cooperation and management. In addition to APCOR and ASECOR, the programme was promoted by the Ayuntamiento de San Vicente de Alcântara and the municipal councils of Alter do Chão, Gavião, Ponte de Sôr and Portalegre. The programme's activities include three studies (focussing on economy, ethnography and forestry) on the regions, training events and consultancy for cork companies, organisation of a "cork week" in Ponte de Sôr and the preparation of informative materials.

### **Programa Reciclar (Recycle Programme)**

Executed from 2005 to 2007, the project made it possible to find a way to reuse by-products of the cork industry for applications in the tannery industry. It was executed by APCOR and the Portuguese Association of Tannery Industries (APIC), in conjunction with the respective technological centres – the



Cork Technology Centre and the Leather Industries Technology Centre, as well as the National Institute for Engineering and Industrial Technology and the Institute for Experimental Biology and Technology. The Reciclar programme provided a way to extract value from cork waste, transforming it into a by-product with potential for applications in the tannery sector. The measure enabled the promotion of eco-efficiency in the cork sector by means of development and optimisation of a system for the treatment of waste from the boiling of cork, without generating sludge and providing the industry with an incentive to comply with environmental legislation. Financing for the programme was based on a public-private partnership model, with ICEP and the Institute for Support to Small and Medium Enterprises and Investment (IAPMEI) providing the public investment and APCOR and APIC providing the private investment. The budget was around EUR 700,000.

### **APCOR'S PARTNERSHIPS**

APCOR collaborates with various national and international entities in order to respond to the increasing demands of the world market – in quality, competitiveness, R&D, technology and environmental sustainability:

#### **Cork Technology Centre (CTCOR)**

CTCOR is a non-profit research laboratory that plays an important role for the Portuguese Cork Industry. CTCOR is recognised by the Portuguese Government as a competence centre and has around 200 members. CTCOR has 70 per cent private funding, the Government funding the remainder through various different bodies. CTCOR conducts research in the following areas: environmental quality, energy, technical and technological innovation, strategy, occupational safety and health. [www.ctcor.com](http://www.ctcor.com)

#### **Professional Training Centre of the Cork Industry (CINCORK)**

This organisation develops training programmes for both young people entering working life and for company workforces, covering a wide range of areas: production management and maintenance, quality, environment and energy, occupational safety and health, human resource management, management and finance strategy, commercial management/marketing and sector-specific technological training. [www.cincork.com](http://www.cincork.com)

#### **European Cork Confederation**

C.E. Liège (Confédération Européenne du Liège) - the main activity of C.E. Liège, which was founded in 1987, is to conduct research and studies to establish international standards and to exchange knowledge with other institutes and organisations in the cork sector. APCOR is one of the members of C.E. Liège, together with other national associations related to the cork industry in different European countries, such as Spain, France, Italy, among others. It is also C.E. Liège that publishes and manages the implementation of the International Code of Cork Stopper Manufacturing Practices (ICCSMP) and the Company Accreditation System through the ICCSMP - Systecode. The confederation was also responsible for the creation of the Cork Mark in 1998, and manages its use and implementation. [www.celiège.eu](http://www.celiège.eu).

#### **FILCORK**

The Interprofessional Association for the Cork Industry represents the achievement of an old aspiration: to bring together in the same entity representatives from the production and processing stages for cork industry. It is funded by the industry itself, through contributions from the manufacturing and processing companies, and its objective is interprofessional cooperation between all the agents operating in the cork industry, promoting global coordination between the different operators in this sector.

**Competitiveness and Technology Centre for Forest Industries (AIFF)**

Its goal is to promote and execute initiatives and activities with a view to creating a national centre for competitiveness, innovation and technology, with an international scope. It aims to promote and foster cooperation between companies, organisations, universities and public bodies, with a view to increasing business volume, exports and qualified employment in the economic areas associated with the Portuguese Forestry Sector. [www.aiff.pt](http://www.aiff.pt)

**Comité Consultif des Forêts y inclus Liège**

An European Union Committee that monitors and analyses the policies and legislation that can affect the cork sector.

APCOR has fostered partnerships with other related associations, in particular in the areas of wine and Portuguese products, with the aim of promoting the different national products in a joint fashion. Some of the most noteworthy initiatives are:

**ViniPortugal**

The Interprofessional Association for the Promotion of Portuguese Wines is a private non-profit association which aims to support and carry out the promotion of wine and other products related to wine and winegrowing, both in Portugal and abroad. It brings together other associations, federations and professional organisations connected to the production and sale of wine. [www.viniportugal.pt](http://www.viniportugal.pt).

**Institute for Douro and Port Wine (IVDP)**

IVDP is a public institute with the mission of safeguarding the international image and prestige of the Porto and Douro Denominations of Origin (DO) and raising consumer perceived value, based on intensive differentiation of products with regard to the concepts of DO and terroir. [www.ivdp.pt](http://www.ivdp.pt)

**Casa do Azeite (House of Olive Oil)**

The mission of this entity is rooted in Azeite de Marca (Branded Olive Oil), dividing its activities between supporting producers and packagers and promoting Branded Olive Oil to consumers. Currently Casa do Azeite comprises around 65 companies associated with Branded Olive Oil, jointly representing around 95% of all branded olive oil packaged in Portugal. Casa do Azeite has at its disposal documentation about Olive Oil, its history over the centuries, specific instructions for use, conservation methods, health benefits and gastronomical information. [www.casadoazeite.pt](http://www.casadoazeite.pt)

# APCOR CONSTITUTION

**The statutory governing bodies of APCOR are:**

## **1. Board of Directors**

Chairman: João Rui Ferreira (Waldemar Fernandes da Silva, S.A.)

Vice-chairman: Jorge Mendes Pinto de Sá (Jorge Pinto de Sá, Lda.)

Vice-chairman: Carlos Manuel Oliveira e Silva (Amorim Isolamentos, S.A.)

Vice-chairman: José Carlos Faria (António Almeida, Cortiças, S.A.)

Vice-chairman: João Henrique de Oliveira Brito (Socori, S.A.)

Vice-chairman: Pedro António Borges Ferreira (A. Ferreira Pedro & Irmão, Lda.)

Treasurer: Manuel Sá Azevedo (Sá & Irmão, S.A.)

Alternates: António Gonçalves Apura (Manuel Domingos Apura e Filhos, Lda.) and José Manuel Nunes Pinto (Lafitte Cork Portugal S.A.)

## **2. General Meetings**

Chairman: José Manuel Ferreira Rios (Amorim & Irmãos, S.A.)

Vice-chairman: Carlos Manuel Garcia Ascenço (Reginacork, Industria e Transformação de Cortiças S.A.)

Secretary: José Duarte Tavares da Silva (M. A. Silva Cortiças, Lda.)

## **3. Auditing Council**

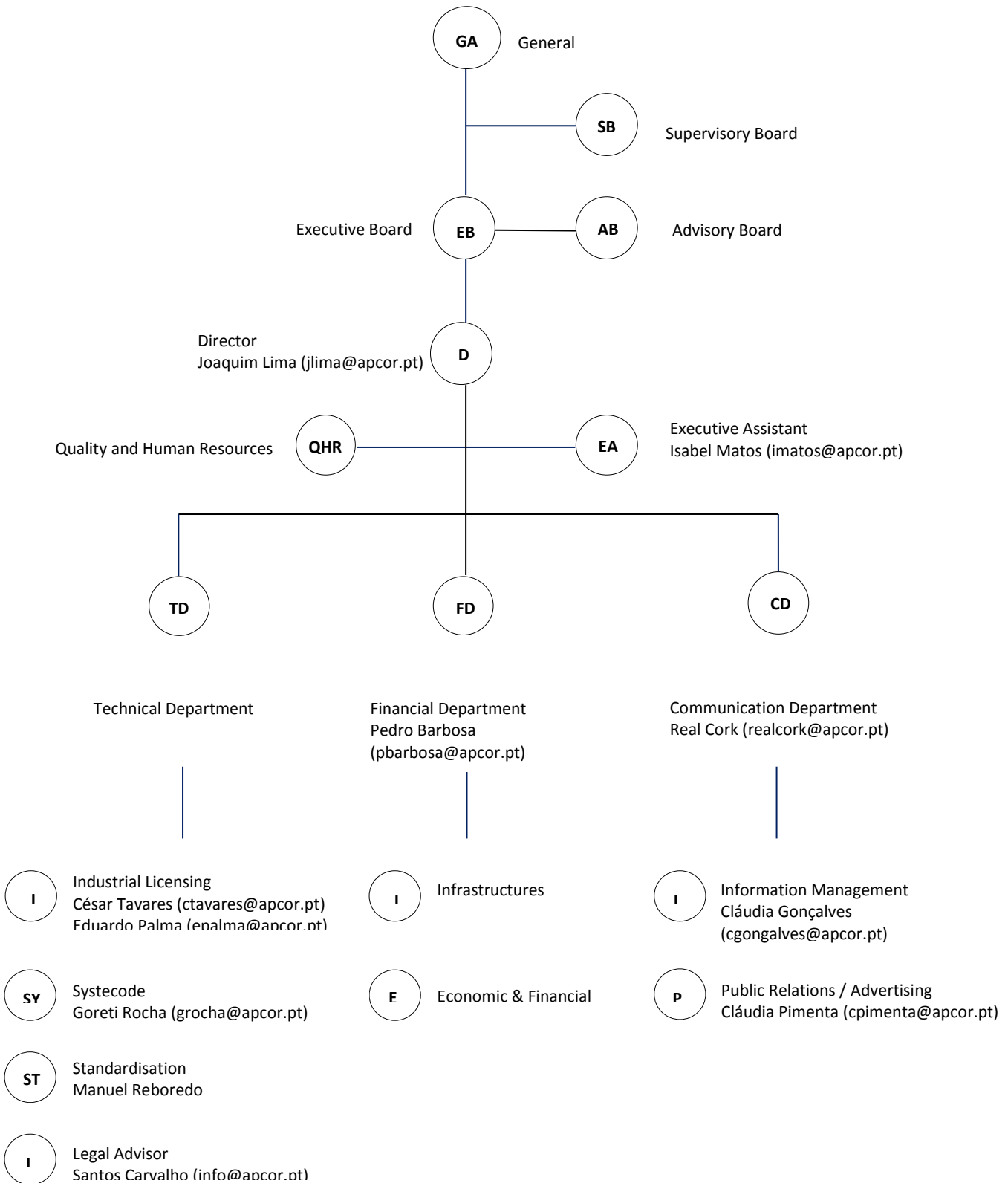
Chairman: Eduardo Sousa (Granorte, Revestimentos Cortiça, Lda.)

Vice-chairman: Isabel Coelho Melo (António Norton Amorim de Melo, Lda.)

Vice- chairman: Pedro José Pinto Machado (Bernardino & Ferreira, S.A.)

Alternates: Sara Matos Nunes (3DC-Itelligent Nature, Lda.) and Tiago Alexandre Ataíde Pereira (Corticeira Ataíde, Lda.)

**APCOR's organizational structure**





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